

Join us on the second Thursday of every month for a series of "brown bag" seminars sponsored by the National Renewable Energy Laboratory and the U.S. Department of Energy. Each seminar is held at NREL's Washington offices with a video-conference link to Golden, Colorado. Topics focus on new and innovative renewable energy and energy analysis strategies, models, and technologies.



Energy Analysis Seminar Series

A "brown bag" analytical seminar series

The WBCSD Sustainable Mobility Project—A Status Report

George Eads

Charles River Associates, Inc.

Thursday, August 8

Noon–1 p.m.

The World Business Council for Sustainable Development (WBCSD) Sustainable Mobility Project is a multiyear effort sponsored by 12 members of the WBCSD—BP, Daimler Chrysler, Ford, General Motors, Honda, Michelin, Nissan, Norsk Hydro, Renault, Shell, Toyota, and Volkswagen. The work has been divided into two principal phases, the first of which culminated in a study titled *Mobility 2001*.

Released in October 2001, the report was authored by MIT and Charles River Associates, Inc. The second major phase, now underway, will result in a report at the end of 2003 to be titled *Sustainable Mobility 2030*. The companies, with the assistance of various consultants, are conducting the work in this phase—Dr. Eads is lead consultant. Dr. Eads will briefly describe the organization of the Sustainable Mobility Project, summarize *Mobility 2001*, and discuss the work now being done for *Sustainable Mobility 2030*. He will emphasize the portion of *Sustainable Mobility 2030* that projects the future availability, cost, and use of transport fuels in various parts of the developed and developing worlds.

George Eads received his Ph.D. in economics from Yale University in 1968. He has held regular faculty positions at Harvard, Princeton, The George Washington University, and the University of Maryland, College Park. He has held several positions in the federal government, including executive director of the National Commission on Supplies and Shortages. He's also a member of the President's Council of Economic Advisers. Between 1986 and 1994, he was chief economist and a vice president of General Motors. Since 1995, he has been a vice president at Charles River Associates, Inc., and currently works in their Washington, D.C., office.



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